RV BUSINESS

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SEPTEMBER 18, 1989

Midwest Show Has Strong New-Model Showing

A strong showing of new 1990-model recreational vehicles helped bolster the 35th Annual Midwest Manufactured Housing & Recreational Vehicle Show, the season's first key RV-industry trade event. But the array of new products did little to quell rampant speculation by regional media regarding the Midwest Show's future dates and locations.

Convincing manufacturers to bring new models to the show, instead of delaying new-unit unveilings until later in the fall, was a pivotal goal in this year's efforts by the sponsoring Indiana Manufactured Housing Association/Recreation Vehicle Indiana Council (IMHA/RVIC) to keep the show viable for Midwestern RV dealers and exhibitors. A total of 83 RV manufacturers, 278 RV suppliers and 12 manufactured-housing makers exhibited at the South Bend Show this year.

"Many of our manufacturers believe in the South Bend Show, and we were concerned about comments at previous shows that there was a limited amount of new product," commented Ron Brevmier, executive vice president of IMHA/RVIC. "Our show committee worked with manufacturers to make sure we had a good mix of new product. And this is something that we'll continue to work on in future shows." *(See companion story, "RV Makers Follow Lead of Fleetwood's Flair," on page 9.)*

However, exhibitors' square footage was "down slightly" from 1988 due to the absence of two larger manufacturers, both of which opted for private showings to dealers.

Paid public-attendance figures for the three retail days of the show, held Aug. 8-13 at the University of Notre Dame's Athletic & Convocation Center in South Bend, Ind., totaled 13,705 – about 2,000 more than in 1988.

In addition to the increase in new product on display, Brevmier said major exhibitors also seemed to appreciate the new location of registration booths, which were moved outside for immediate access to outdoor exhibits. And, he added, dealers reported that they liked the new exterior layout, which more clearly separated manufactured-housing and RV traffic flows.

Despite those successes, Brevmier, whose organization also hosted a number of foreign-trade representatives at the show, reiterated that IMHA/RVIC is open to any change that is designed to improve attendance – including moving the RV show to a later date, such as early September, or to another location, such as Indianapolis, Ind.

Responding to South Bend-area media reports that IMHA/RVIC is considering a move to Indianapolis or Fort Wayne, Ind., Brevmier confirmed that the association has had "overtures" from Indianapolis. Indianapolis has proposed housing the show at the Indiana State Fairground, which is slated for a complete upgrade by 1995. However, Brevmier added that a

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GOOD NEWS, BAD NEWS IN JUNE SHIPMENTS

MORTON J. MARCUS

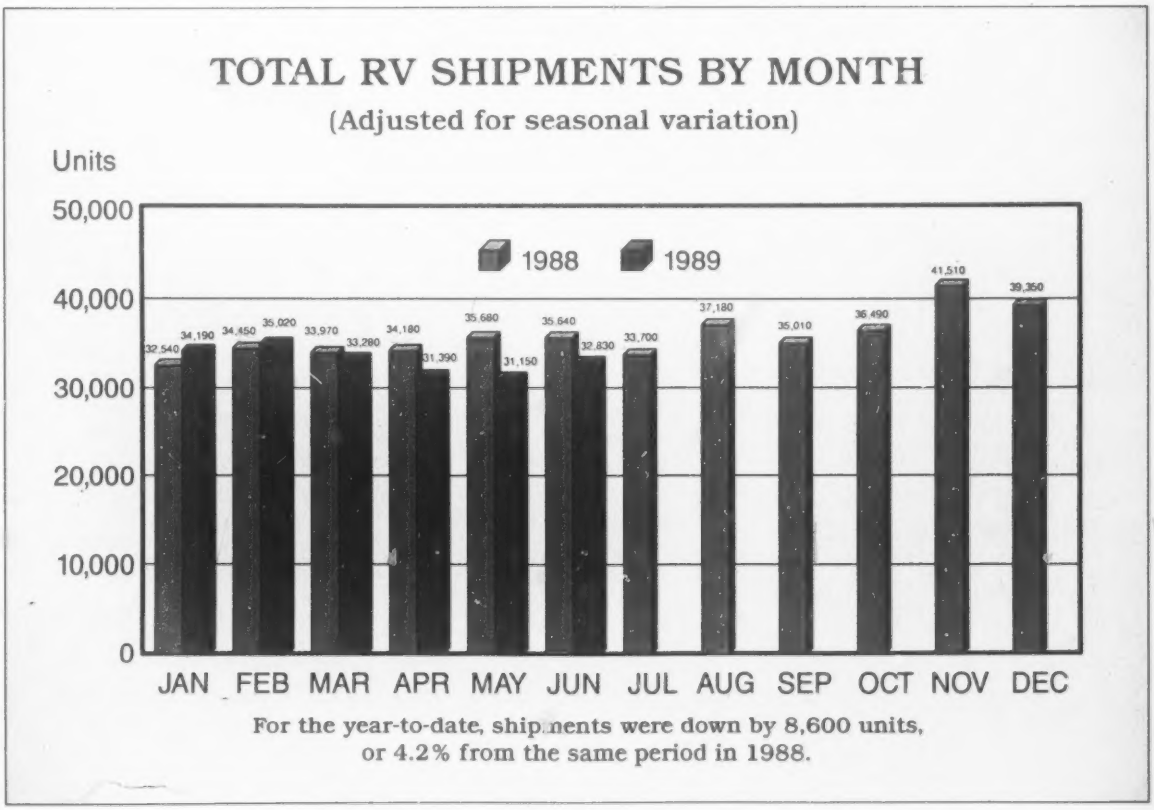


Figure 1

Readers of this monthly column have asked why we will say that shipments are down 11% instead of reporting that shipments are 89% of their previous level. The latter statistic, these readers believe, would put a positive spin on the numbers. Such a report, they must feel, would make people happier, thereby contributing to a more optimistic attitude that would somehow benefit the industry and the economy.

This is a standard protest against the "news media." The nightly local broadcast should say that "five apartments were saved by the fire department," rather than "34 units were destroyed in a northside blaze." Or, the national report should stress that "95% of all financial institutions are solvent" and that "no hostages were taken today; 250 million Americans were spared." And, why not let people know that "there are clear skies over most of the nation," rather than describe how tornadoes cut a path of death from Texas to Illinois?

We must remember that the purpose of news is to inform us as to what is not usual and to provide us with information that we should be aware of, so that we can make our lives better. News is not designed to comfort us or provide psychological support. An insistence on "happy" news is a demand for escapism, for a trip to fantasyland rather than a tour of reality.

The real problem to which these readers point is the fact that many people today do not know how to use the news to augment their own views of the world. They sometimes fail to use a broader perspective based on personal experience, solid historical knowledge or a framework (whether

GRAPHICS: CUSTOM COLOR VISUALS

analytic, philosophic or religious) to integrate new pieces of information.

Up and Down

Total RV shipments, adjusted for seasonal variations, moved *up* by nearly 1,700 units, or 5.4%, in June compared with a month earlier. But shipments were *down* by more than 2,800 units, or 7.9%, from the same month in 1988. *(See Figure 1.)* For the year-to-date, total shipments were nearly 96% of the number shipped in the first six months of 1988, which means there was a deficit of 8,600 units (a 4.2% drop).

June recorded the first increase in total shipments since February, reversing the declining pattern of the previous three months. At the same time, June was the fourth consecutive month in which total shipments were below the corresponding month of 1988. Thus, the month of June was both an *up* month and a *down* one.

The growth in June was concentrated in van conversions, which advanced by 2,300 units, or nearly 15%.

The growth in June was concentrated in van conversions, which advanced by 2,300 units, or nearly 15%. Although motorhomes declined by 300 units, and towables by 320 units, there were examples of increases within each group. *(See Figure 3.)*

All types of Class C motorhomes declined during June, with an aggregate fall of 210 units, or 12%, for the month. Class A units also declined, but Class B van campers did manage an advance of 110 units, nearly 22%.

As a group, the 33,160 motorhome units shipped this year were at 92.7% of last year's pace for the first six months, or off by nearly 2,600 units. The market share of motorhomes *(see Figure 2)* was thus down by slightly more than half a point.

Towables saw a greater decline in market share, however, dropping 2.8 points from last year's position at the same point in time. In June, conventional travel trailers were down 500 units from May, and truck campers were off by 110 units. There were gains made by park models, fifth-wheels and folding camping trailers. But, of this group of gainers, only park models were ahead of last year's shipment levels at the June midpoint. As a group, towables' total volume was down by nearly 8,800 units, more than 11%, compared with the first half of 1988.

MARKET SHARE BY TYPE OF UNIT
(Year-to-date, adjusted for seasonal variation)

	1989	1988
TOTAL RVs	100.00	100.00
Travel Trailers:		
Conventional	13.48	14.24
Park Models	2.06	1.86
Fifth-wheels	7.57	7.70
Folding Camping Trailers	8.21	10.31
Truck Campers	2.51	2.57
TOTAL TOWABLES	33.84	36.67
Motorhomes:		
Class A	9.45	9.93
Class B Van Campers	1.35	1.24
Class C:		
Minis	4.88	5.12
Low Profiles	0.43	0.50
Micro-minis	0.65	0.53
TOTAL MOTORHOMES	16.76	17.32
Multiuse Van Conversions	49.41	46.01

Percentages may not add to total because of rounding.

Figure 2

Van conversions, which are seen by many in the industry as only a distant cousin of dubious parentage, continued to advance in volume and market share. In June, shipments climbed by 2,300 units to stand 2,760 units above the year-to-date level of mid-1988. These popular units once again were close to half of the entire RV market, with 49.4% of the 1989 volume to date and 54% of June's total RV shipments.

Without van conversions in the shipments total, the industry would have been down by 11,350 units, or more than 10%, from the same period last year. As noted on these pages in the past few months, 44% of that drop can be attributed to the poor performance of folding camping trailers.

A Quarterly View

With the June data, we can look back over a longer period of time for some perspective. If we go back 14 quarters and include all of the time since the first quarter of 1986, we can see just where we are. *(See Figure 4 on next page.)*

The just-completed second quarter of 1989 would fit in neatly as a substitute for the second quarter of 1986. In effect, the industry has slipped backwards by three years in terms of volume. Total volume fell below 100,000 units in the second quarter of 1989 for the first time since the spring season of 1987.

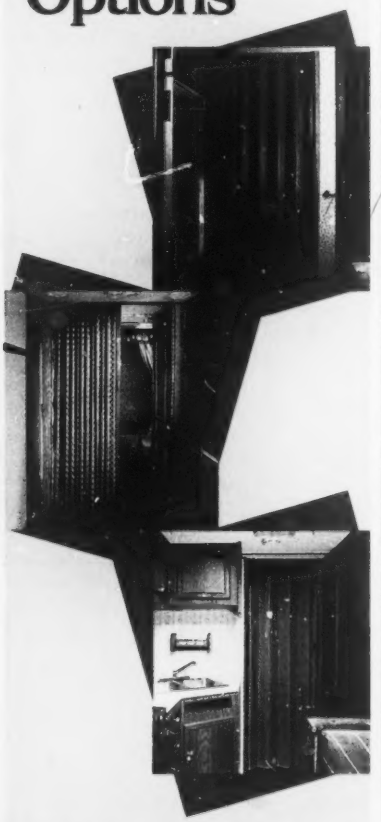
It is easy to pick out certain other facts from Figure 4: For towables, the second quarter of 1989 was the weakest quarter since the second quarter of 1986; motorhomes had not been so far down since the first quarter of 1986; van conversions had their slowest quarter since the begin-

RV SHIPMENTS BY TYPE OF UNIT
(Adjusted for seasonal variation)

TYPE OF UNITS	JUNE 1989	PERCENT CHANGE FROM MAY 1989	YEAR-TO-DATE 1989	YEAR-TO-DATE 1988	PERCENT CHANGE
Total RVs	32,830	5.4	197,860	206,460	-4.2
Travel Trailers:					
Conventional	3,890	-11.4	26,680	29,400	-9.3
Park Models	770	25.3	4,070	3,840	6.2
Fifth-wheels	2,390	1.8	14,970	15,890	-5.7
Folding Camping Trailers	2,310	4.1	16,250	21,280	-23.6
Truck Campers	790	-12.3	4,980	5,310	-6.3
Motorhomes:					
Class A	2,780	-6.4	18,690	20,500	-8.8
Class B Van Campers	590	21.7	2,670	2,570	3.9
Class C:					
-Minis	1,270	-10.0	9,660	10,560	-8.6
-Low Profiles	100	-19.3	860	1,040	-17.3
-Micro-minis	170	-23.3	1,280	1,080	18.1
Multiuse Van Conversions	17,740	14.9	97,760	95,000	2.9

Figure 3

Unlock Your Door Options



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RVIA SHIPMENTS *continued*

ning of 1988.

But there is another, equally important fact to be seen in the data of Figure 4. The 41,000 and 51,000 units every quarter except one (the final quarter of 1989). They have averaged 47,800 units a quarter over 14 quarters, with only a 9% variation.

These are not wild swings that cause RV industry continued to be remarkably *stable*. This is *not* a wildly volatile industry.

Consider towables: The range in shipments was between 30,500 and 38,000 units; the average has been 35,300, with a mere 7% average variation around that figure. Motorhomes had a more narrow range, from a low of 15,300 units to a high of 20,100, but also had the same 7% variation around their average of 17,700 units. Both of these groups have moved within very limited boundaries for the past 3½ years. Van conversions have tallied between enormous industrywide problems. No one could describe this industry as a feast-or-famine business. With proper attention to variable costs, manufacturers, suppliers, distributors and dealers should be able to reap some nice profits from these reliable RV fields. Δ

RV SHIPMENTS BY QUARTER
(Seasonally adjusted)

Year	Quarter	Total RVs (000)	Towables (000)	Motorhomes (000)	Van Conversions (000)
1986	1	95.8	32.8	15.3	47.8
	2	93.2	30.5	16.9	45.8
	3	96.2	32.4	17.5	46.4
	4	95.9	35.6	18.5	41.8
1987	1	98.8	35.8	17.9	45.1
	2	96.2	34.2	17.6	44.4
	3	104.2	37.7	20.1	46.4
	4	102.4	37.4	18.5	46.5
1988	1	101.0	37.7	17.3	45.9
	2	105.5	38.0	18.4	49.1
	3	105.9	36.6	18.3	50.9
	4	117.3	37.9	18.8	60.6
1989	1	102.5	35.6	17.5	49.4
	2	95.4	31.4	15.7	48.3
Average		100.7	35.3	17.7	47.8

Figure 4

Morton J. Marcus is the director of the Indiana Business Research Center at Indiana University School of Business, where he is also a member of the faculty. Marcus specializes in using statistics to identify economic trends.

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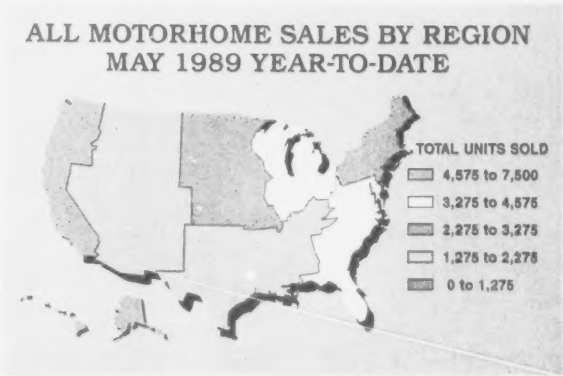
MAY SEES MARKET IMPROVEMENT

THOMAS WALWORTH



East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin; **Mountain**: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming; **Northeast**: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont; **Pacific**: Alaska, California, Oregon, Washington, Hawaii; **South Atlantic**: Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; **West North Central**: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; **South Central**: Texas, Oklahoma, Arkansas, Louisiana, Tennessee, Mississippi, Alabama

In May 1989, the motorhome market outperformed the RV-trailer market both in comparison with the same month last year and on a year-to-date basis, although motorhome and RV-trailer retail sales were running behind last year's pace.

For the year-to-date, the RV-trailer market was off 9.12%, or 4,642 units, by May. Year-to-date, motorhome retail sales were down 8.5%, or 1,926 units.

Both retail markets also were down in May compared with May of last year. However, May sales of motorhomes and trailers were still an improvement on April's levels.

The RV-trailer market was down 13% for the month of May when compared with May 1988, equating to a drop of 1,893 units; however, this was an improvement over the 17.8% decline, or a 3,604-unit shortfall, experienced in April compared with the same month in 1988.

Thus, the RV-trailer market was actually improving. Figure 1 ranks the seven national regions in terms of the percent change in May sales from May of last year. In the leading South Central region, Oklahoma recorded the largest percentage gain in sales. In the trailing Northeast region Massachusetts had the largest decline.

As mentioned earlier, the RV-trailer market experienced a decline of 9.12% for the year-to-date. Although the rate of decline slowed during May, that month still contributed 1.02% to the cumulative slide from last year. There were still areas that outperformed the nationwide average, however, as shown in Figure 2, which ranks regions by the percentage change in the first five months of 1989 compared with the same period in 1988. The South Atlantic area led the ranking, with Delaware having the largest percentage gain in sales in that region. The Northeast came in last, and Massachusetts experienced the largest decline among that region's states.

Meanwhile, the motorhome market continued its improvement in May. For the month of May, motorhome retail sales were down by 7.7%, or 470 units, compared with May of last year. This was still an improvement over the record of April sales, which had been down by 13.1%, or 783 units, from the previous April. Figure 3 lists the ranking of the seven regions based on the percent of change in May sales from May of

RV-TRAILERS, MAY '89

May '89 Rank	Region	% of Change	Apr. '89 Rank
1	S. Central	1.70	4
2	Pacific	-2.83	5
3	Mountain	-6.70	2
4	S. Atlantic	-11.20	1
5	E.N. Central	-17.2	6
6	W.N. Central	-21.92	3
7	Northeast	-24.70	7

Figure 1

RV-TRAILERS, YEAR-TO-DATE

May '89 Rank	Region	% of Change	Apr. '89 Rank
1	S. Atlantic	-6.19	2
2	Mountain	-6.51	3
3	S. Central	-7.40	1
4	Pacific	-7.83	5
5	E.N. Central	-11.26	4
6	W.N. Central	-13.78	6
7	Northeast	-15.76	7

Figure 2

MOTORHOMES, MAY '89

May '89 Rank	Region	% of Change	Apr. '89 Rank
1	Northeast	0.00	4
2	Pacific	-4.71	7
3	S. Central	-5.15	1
4	E.N. Central	-6.87	6
5	Mountain	-6.87	2
6	S. Atlantic	-18.00	3
7	W.N. Central	-19.60	5

Figure 3

MOTORHOMES, YEAR-TO-DATE

May '89 Rank	Region	% of Change	Apr. '89 Rank
1	Northeast	-3.11	4
2	Mountain	-3.82	2
3	E.N. Central	-4.82	3
4	S. Central	-5.74	5
5	W.N. Central	-6.80	1
6	Pacific	-12.46	7
7	S. Atlantic	-12.60	6

Figure 4

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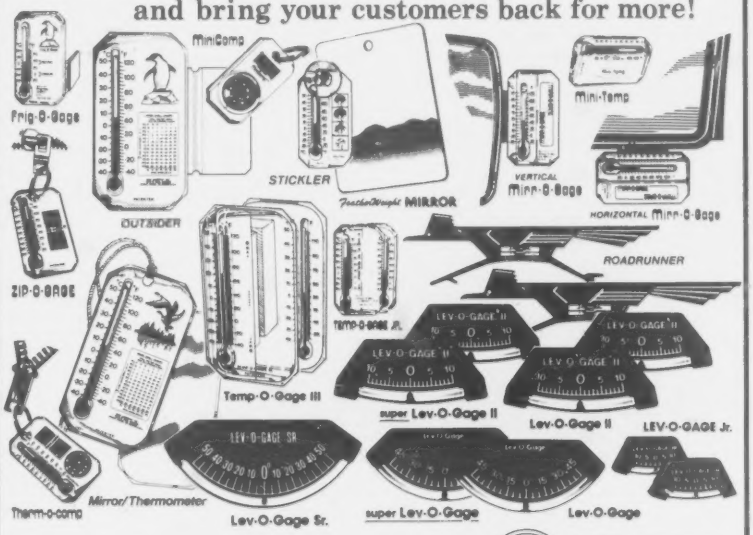

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AT RETAIL *continued*

1988. The Northeast market topped the rankings, with New Hampshire recording the largest percentage gain there. The West North Central area lagged, with North Dakota having the largest decline.

As mentioned earlier, the motorhome market was down by 8.5% for the first five months of 1989 compared with the same period in 1988. However, this performance was an improvement of 1% when compared with the year-to-date percentage change for April 1989. Figure 4 shows the seven national regions in terms of their percentage changes in retail sales year-to-date. The top-ranked Northeast region reported Maine as having the largest percentage sales gain over last year. In the bottom-ranked South Atlantic area, Virginia had the largest percent decline for the year-to-date.

From these statistics, it can be seen that, although the motorhome and RV-trailer industries were clearly behind last year's sales pace, the rate of decline was slowing and the market was starting to improve. Δ

Thomas Walworth is general manager of Statistical Surveys Inc., Grand Rapids, Mich., which has reported retail statistics for 30 years to the RV industry. Statistical Surveys is an acknowledged leader in the RV statistical field.

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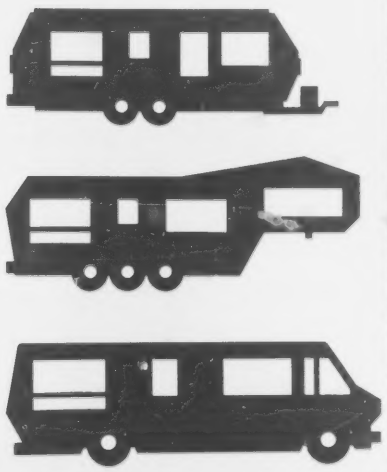

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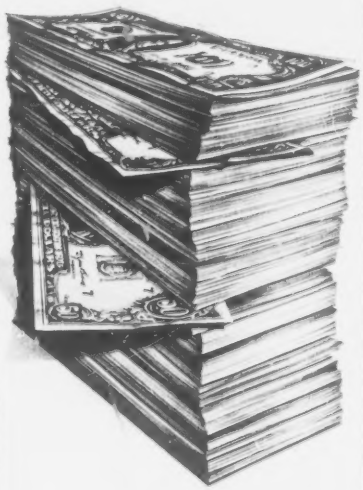

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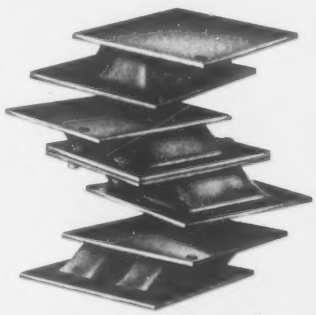

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BLUE CHIP CONSENSUS

'90 GNP FORECAST RISES

ROBERT J. EGGERT SR.

The August Blue Chip Consensus estimate of our 50 top economists for inflation-adjusted economic growth during 1989 was unchanged from the previous month's estimate of 2.6%. This remained within a tenth of a percentage point of last October's forecast – the month we use to measure the accuracy of the consensus forecasts for the year ahead.

The consensus forecast for the year-over-year gross national product (GNP) growth in 1990 advanced in August by a tenth of a percentage point to a still sluggish 1.6%. Almost half of our sample, 22 of the 50 economists, increased their 1990 growth forecasts. They cited lower interest rates and the previously announced revisions in net exports and inventories as major factors.

The fourth-quarter-over-fourth-quarter gain in GNP during 1990 also was raised to 1.9% – up from July's estimate of 1.7%. This compares with the downwardly revised Bush administration assumption of 2.6% GNP growth.

'90 Inflation Revised Downward

The consensus estimate for the year-over-year change in the 1989 GNP implicit price deflator fell two-tenths of a percentage point to 4.5%. In contrast, the estimate for the Consumer Price Index (CPI) stayed unchanged-at 5.1%. Consensus estimates for both the GNP deflator and the CPI in 1990 were revised downward by a tenth of a percentage point – setting the growth rate in the deflator at 4.4% and the CPI at 4.6%.

Interest Rates Expected to Slow

The consensus view of interest rates in August suggested a further drop in short-term rates of more than one half of a percentage point by mid-1990. However, the decline in home-mortgage rates was projected to be more sluggish – off about two-tenths of a point from current levels. There was even some hint of a small upturn by the fourth quarter of 1990.

Majority Expect Recession Next Year

The shift in the economists' opinions on the timing of the next recession can be seen in the chart below. Results of three polls are given for this comparison.

It should be noted that some of the economists who had expected the recession to start in 1990 have altered their expectations to 1991, or beyond. In response to a question on how long that eventual recession would last, the average reply was identical to earlier responses: just three quarters. Also, eight out of 10 economists continued to expect that the next recession would be milder than the last recession in 1982.

Factors Likely to Affect Growth

The lagging effect of past Federal Reserve monetary restraint and the excessive debt burden (both domestic and international) were at the top of the list of factors cited as being most *unfavorable* for the economy next year. The two factors that were given as most *favorable* for economic growth in 1990 were an easing of monetary policy and lean business inventories.

In summary, a "soft landing" forecast for 1990 remains the clear-cut consensus view. However, the potential for a recession (two consecutive negative quarters) still looms large. Δ

The above article was written by Robert J. Eggert Sr., president of Eggert Economic Enterprises Inc., whose unique forecasting method derives from his monthly telephone polling of some 75 top economists. He reports what they say individually and gives a consensus of not only the current year but the year ahead as well. His address is P.O. Box 1569, Sedona, Ariz. 86336; or phone toll free, (800) 282-4883.

In What Year Will the Next Recession Begin?

Year	January Poll	May Poll	August Poll
1989	35%	21%	25%
1990	30%	47%	30%
1991	30%	19%	27%
1992 or beyond	5%	13%	18%
Number responding	54	52	44

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